A Checklist of Things to Do in Your First Month

Eye Tracker Basics

First steps on your path to becoming a great eye tracking researcher!

My First Year with Tobii Program
Knowledge Services, Tobii Technology

As you embark on your journey of eye tracking research, Tobii will be there to guide you, from familiarity to proficiency and mastery. This guide is the first in a series of resources designed to help you practice key eye tracking concepts through activities on your Tobii hardware and software. So pull up a chair, fire up that eye tracker, and take the next step to becoming a GREAT eye tracking researcher!

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Welcome to the World of Tobii Eye Tracking!

Congratulations on the purchase of your new Tobii Eye Tracking system. As part of your membership in the *My First Year with Tobii* customer care program, you will receive a series of informational resources to help support your learning and practice of eye tracking.

Things to Do in Your First Month

This workbook is designed to guide you through the first critical period in learning how to be productive and proficient with your Tobii Eye Tracking system. We have found that carrying out certain learning exercises in the early stages of familiarization with eye tracking hardware and software pays benefits in establishing good habits of practice. This workbook introduces basic concepts in general eye tracker operation as well as the Tobii Studio™ software.

Although this program has the word "month" in its name, every researcher and lab is unique and you may find that you run through these activities in just a week or two while another might need significantly longer than a month. And that's just fine! What is more important is that you work through these activities roughly in the order in which they're presented because each step builds upon the one before it.

Please keep in mind that this workbook is NOT a user manual. While it does include some basic instruction along with each exercise, it is not intended to substitute for the Tobii hardware or software technical manuals. While completing the exercises, you will find it helpful to have access to the Tobii Studio™ manual and the hardware manual for your specific Tobii eye tracker. Pages in the manual that will help you to complete the exercises in the workbook are referenced, as appropriate.

And remember, if you have any questions, Tobii's Knowledge Services group is just an email away at KnowledgeServices@tobii.com or support.us@tobii.com and you can always stay in touch on our Facebook page at www.facebook.com/tobiitechnology or the My First Year With Tobii Blog.

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First Month Activity Checklist

If you are reading this, you've probably already taken your very first steps with eye tracking. You have unpacked and set up your Tobii eye tracker and associated laptop or desktop computer. You've installed the Tobii Studio™ software and played around with the features. Maybe you've even read the user manual or received in-depth training from Tobii. All of this will help you get started, but the only way to *really* get familiar with eye tracking is through hands-on experience. In other words, it's time to get to work!

The checklist below includes the tasks that we recommend you complete in your first month of Tobii ownership. Each one is outlined in detail within this document. Keep in mind that these tasks are only the tip of the iceberg. You are free to explore the hardware, software, and associated concepts as deeply as you like. Good luck!

Study Design	
1. Design a study in Tobii Studio™ with Core Elements ('Core Elements' study).	☐
2. Setup an External Video Study and a Scene Camera Study.	☐
3. Run 5 sessions on the 'Core Element' study with you as a participant.	☐
4. Develop a one-sheet document to introduce your 'Core Elements' study.	☐
Data Collection	
5. Develop a practical understanding of participant positioning.	☐
6. Calibrate yourself well and begin recording 5 times.	☐
7. Calibrate yourself poorly 5 times; begin recording and review data.	☐
8. Collect data on 10 people on your 'Core Elements' study.	☐
9. Unplug and pack up all eye tracking equipment and then set it up once again.	☐
Analysis	
10. Explore data quality for the 'Core Elements' sessions on the *Replay* tab.	☐
11. Generate 8 requested visualizations based on your *Image* task.	☐
12. Create 8 Areas of Interest for your *Image* task.	☐
13. Generate 8 statistical outputs from your *Image* task data.	☐
14. Export and review 8 requested columns of data on the *Data Export* tab.	☐

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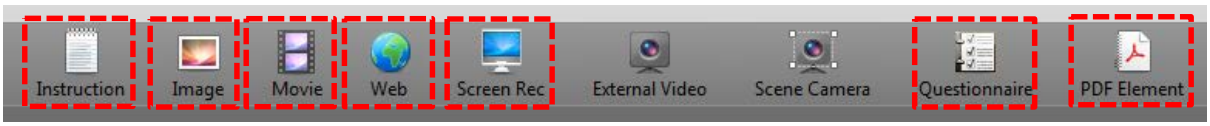
15. Generate a report based on the *Image* task from your 'Core Elements' study.	☐

Study Design Tasks

Before you run your eye tracking study, you need to design it. Tobii Studio™ offers a variety of options for organizing your study and presenting your test materials to your participants. The tasks below will take you through the process of creating different types of studies, piloting, and developing your approach to data collection.

☐ Design a study in Tobii Studio™ with core elements

If you plan to conduct your testing on a computer that is connected to the eye tracker and running Tobii Studio™, there are several 'elements' on the *Design and Record* tab which can be used to present stimuli:



For the purpose of this exercise, you will create a study with each of these core elements. Please have an image file, video file, and .PDF file that you would like to use as stimuli saved on your desktop. You will also need to have a website and follow-up question in mind. These stimuli do not need to be related to one another or relevant to your work since this is just practice, but you'll want it to be presentable since you'll be running mock participants on this study. In order to check the first checkbox on page 4, here's what we'd like you to do:

1. Open Tobii Studio™.
2. Create a new project called "Core Elements."
3. Add the following elements to your study. The tasks should be ordered as they are in (a) through (m) below, but the content of each element (text, settings, and files) is up to you.
    a. **Instruction** – Introduce the study in a sentence or two.
    b. **Instruction** – Introduce the image that is to be shown in a sentence or two.
    c. **Image** – Select the image file that is to be shown.
    d. **Instruction** – Introduce the video that is to be shown.
    e. **Movie** – Select the video file that is to be shown.
    f. **Instruction** – Introduce the website that is to be shown.
    g. **Web** – Enter the URL of the website that is to be shown.
    h. **Instruction** – Introduce the .PDF that is to be shown.
    i. **PDF Element** – Select the .PDF file that is to be shown.

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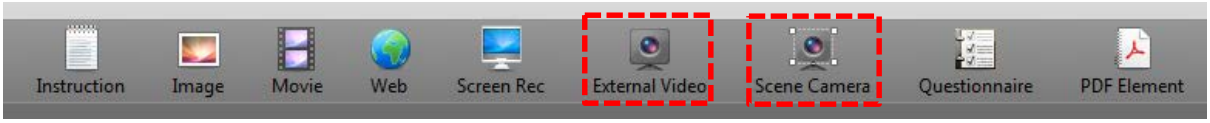
j. **Instruction** – Ask participants to click a specific file on your desktop.
k. **Screen Recording** – Include the screen recording element to show the desktop.
l. **Questionnaire** – Enter a multiple-choice follow-up question.
m. **Instruction** – Include a 'thank you' message to conclude the session.

When you have created the 'Core Elements' study, check the appropriate box on page 4.

See Tobii Studio™ User Manual, pages 12 – 27 for further information.

□ Setup an External Video study and a Scene Camera study

In some situations, your test stimuli will not be presented directly on the eye tracking computer, but rather externally. Tobii Studio™ provides two 'elements' on the *Design and Record* tab for these scenarios:



- **External Video** elements are used when testing stimuli from external devices such as a video gaming system or Macintosh computer (i.e. sources not directly supported by Studio).
- **Scene Camera** elements are used when testing stimuli in a real environment or on a device not connected directly to the computer on which Studio is running— for example testing a smart phone, a tablet, or paper materials.

We will now ask you to create two studies – one for each of these elements. Since this is only practice, you can just use a webcam as the video source when prompted. Here's what we'd like you to do:

1. Open Tobii Studio™.
2. Create a new project called "External Vid Test."
3. Add an **External Video** element to your test and explore all of the relevant settings. Make sure you understand the following aspects of the External Video element: *Video Source, Camera Settings, Video Settings* and *Video Codec.*
4. Click 'OK' when finished.

And then…

1. Open Tobii Studio™.
2. Create a new project called "Scene Cam Test."

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3. Add a **Scene Camera** element to your test and explore all of the relevant settings. Make sure you understand the following aspects of the Scene Camera element: *Video Source, Camera Settings, Video Settings, Video Codec,* and *Calibration Image.*
4. Click 'OK' when finished.

When you have created these two studies, check the appropriate box on page 4.

See Tobii Studio™ User Manual, pages 17 – 22 for further information.

□ Run 5 sessions on the 'Core Element' study with you as a participant

The first participant you run in your study should always be yourself. Obviously, you won't use the data in the analysis, but this self-piloting presents an opportunity to identify errors and make sure your stimuli are presented properly.

The next task on your checklist is to collect five recordings of data on yourself as a participant in the 'Core Elements' study. Make sure your eye tracker is connected and configured properly before proceeding.

1. Open Tobii Studio™.
2. Select the 'Core Elements' project you created.
3. On the *Design and Record* tab, click 'Start Recording' at the bottom of the screen.
4. Name and calibrate the recording.
5. Complete all tasks as if you were a research participant in your study.
6. Repeat steps 3 – 5 until you have collected data on yourself 5 times.

When you have completed the fifth pilot session, check the appropriate box on page 4.

See Tobii Studio™ User Manual, pages 28 – 33 for further information.

□ Develop a document to introduce your 'Core Elements' study

You have now created and internally piloted the 'Core Elements' study, but before you can begin collecting data, there is one more step in the development process. When your participants arrive, you will need a script to verbally introduce the study and let them know the ground rules. This document should be:

- **Brief** – You should be able to say everything you need to say in 3 minutes or less.
- **Specific** – You will need to be as clear as possible about the data collection process.
- **Consistent** – It is important that every participant hears the same language.
- **Conversational** – Making the participant feel comfortable is very important.

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In terms of content, feel free to write this script in a way that will allow you to sound comfortable delivering it. This will help the participant to feel at ease. The major areas that you should touch on include:

- **Study Overview** – Provide a very brief description of the activity or activities that the participant will be completing during the session (e.g. "viewing a series of images," "watching a video clip and answering a few questions"). Make sure you do not give away too much information or lead the participant toward a particular behavior, perception, or response.
- **Participant Expectations** – You will want to make it clear to the participant what is expected of them during the exercise. Are they using the mouse? Do they have to say anything? Are there any actions that they ought not to do? When is the task complete? The instructions that you have included in your script will answer some of these questions, but you should lay the groundwork in this introductory explanation.
- **Introduction to Eye Tracking** – You will want to speak briefly about the eye tracker and the process of eye tracking. Let the participant know about the calibration. Let them know that they do not need to be as still as a statue, but they should try to stay approximately in the same position in their seat once you begin (i.e. don't lean forward or back). Explain in very general terms what the eye tracker is doing, but deemphasize the fact that we are *recording everything they're looking at*. You don't want your participants to be self-monitoring their eye movements during the study. Natural behavior is desirable in nearly all eye tracking studies.
- **Opportunity to Ask Questions –** Once you have provided a study overview, reviewed expectations, and provided an introduction to eye tracking, ask the participant if they have any questions. This will provide an opportunity for them to raise any questions they have and for you to provide clarification information prior to transitioning to calibration and the first eye tracking task.

Note: *Injecting some levity is key.* In order to create a *comfortable* testing scenario, the participant should be relaxed, and the moderator's demeanor can communicate that you are someone that they can be comfortable with. Keep your tone light and friendly. Try to avoid overly technical explanations.

When you have completed your study introduction document, check the appropriate box on page 4.

Further Exploration into Study Design:

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If you wish to explore *Study Design* features within Tobii Studio™ further…

1. Explore and modify settings within the elements of your 'Core Elements' Study.
2. Create another 'Test' for this study and name it 'Practice.'
3. Copy all elements from the first 'Test' to the newly created 'Practice' test.
4. Preview the 'Practice' test.
5. Counterbalance elements within the 'Practice' test.
6. Delete the newly created 'Practice' test.

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Data Collection Tasks

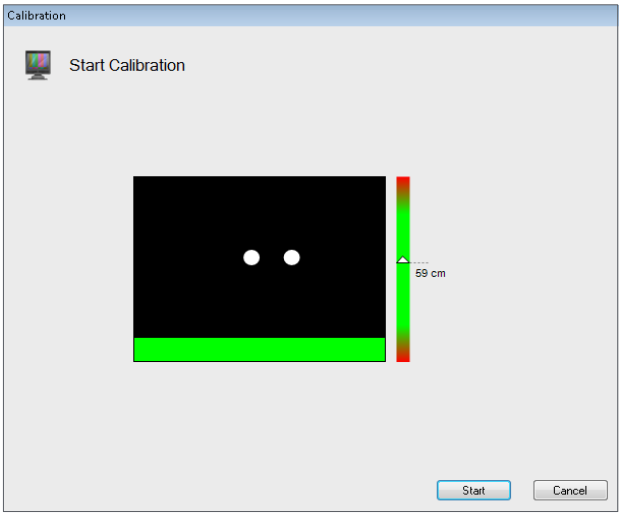
Now that you created your study and have done some rough testing on yourself in Tobii Studio™, it is time really to put the eye tracker to use. The tasks assigned in this section will help you gain better understanding and get some practice with the calibration process, data collection, and managing your equipment.

□ Develop an understanding of participant positioning

The eyes cannot be tracked if the eye tracker does not detect them. Before the calibration, Tobii Studio™ presents a window called the '**track status box**' (pictured below). If the participant's eyes are in range of the eye tracker, each eye will appear as a stable (i.e. not flickering) white dot in the black box.

The space in which both eyes are detected by the eye tracker is known as the '**head box**'. A practical understanding of the head box dimensions will help you situate your participants in an optimal position for tracking.

Here's what we'd like you to do next:



1. Open Tobii Studio™.
2. Select the 'Core Elements' project.
3. On the *Design and Record* tab, click 'Start Recording' at the bottom of the screen.
4. Sit in front of the eye tracker with the 'track status box' visible on the screen that you are looking at. You should see both of your eyes represented as white dots in the black box.
5. Now explore the head box…
    a. **Lean forward** slowly until the white eye indicators on screen disappear.
    b. **Lean backward** slowly until the white eye indicators on screen disappear.
    c. **Re-center yourself** so both eye indicators are again visible.
    d. **Turn your head to the left and to the right** and see what happens.
    e. **Move your head quickly side to side** and see what happens.
    f. **Close one eye and then the other** and see what happens.
    g. **Squint your eyes** and see what happens.
    h. **Tilt your chin way up and then way down** and see what happens.
    i. **Move the chair up and down or adjust the monitor up and down** and see what happens.

When you feel you understand participant positioning, check the appropriate box on page 4.

See Tobii Studio™ User Manual, pages 28 – 33 for further information.

☐ Calibrate yourself well and begin recording 5 times

Even the most accurate and precise eye tracker in the world is not going to give you quality results unless your participants are successfully calibrated. The next thing we'd like you to do is achieve 5 very good calibrations on yourself. It should look something like this…

Each of the small gray circles in the image above represents a calibration point, and each of the small green lines within the gray circles is an error vector from the center of the calibration point.

Notice that on the **left eye**, none of the green lines extend outside of the gray circles. On the **right eye**, only the top-left corner features error vectors extending outside of the calibration point. This is a very good calibration. Please produce 5 similar calibrations and then proceed with a partial data collection session after each one.

1. Open the 'Core Elements' project in Tobii Studio™.
2. Sit in front of the eye tracker and prepare to be eye tracked.
3. On the *Design and Record* tab, click 'Start Recording' at the bottom of the screen.
4. Name the recording and click 'Continue.'
5. Make sure you are optimally positioned in the track status box and click 'Start.'
6. Calibrate yourself and then assess the subsequent calibration plot.
    a. If the plot looks as good as the one above, proceed with the session.
    b. If the plot features long green error vectors, cancel and recalibrate. (If issues persist, consult the manual and check configuration).
7. After an acceptable calibration, 'Accept' and 'Start Recording.'
8. Track yourself, completing the first two instructions and *Image* task.
9. Press 'Escape' after the *Image* task to stop the eye tracking session.
10. Repeat steps 5 – 9 until you have 5 successful calibrations.

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When you have generated 5 sessions based on good calibrations, check the box on page 4.

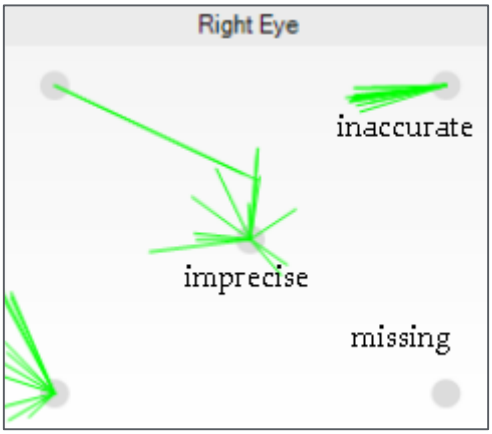
See Tobii Studio™ User Manual, pages 28 – 33 for further information.

□ Calibrate yourself poorly 5 times, begin recording and review data

Understanding what makes a poor calibration is just as important as understanding what makes a good one. Poor calibrations can take a few different forms:

- **Missing** eye data points (no error vectors at all)
- **Inaccurate** calibration (long error vectors pointing in the same direction)
- **Imprecise** calibration (long error vectors pointing in different directions)

We would now like you to produce 5 bad calibrations on yourself. This can be done by squinting, moving too close or too far from the tracker, closing one or both eyes, or just not looking at the calibration point when appropriate. Of your 5 poor calibrations, try to make each one unique. The goal is to help you understand the sensitivity of the eye tracker during calibration and also what suggestions you might give to participants for whom you are having trouble with calibration.



1. Open the 'Core Elements' project in Tobii Studio™.
2. Sit in front of the eye tracker and prepare to be eye tracked.
3. On the *Design and Record* tab, click 'Start Recording' at the bottom of the screen.
4. Name the recording and click 'Continue.'
5. Make sure you are optimally positioned in the track status box and click 'Start.'
6. Calibrate yourself poorly and then assess the subsequent calibration plot.
7. After an acceptably poor calibration, 'Accept' and 'Start Recording.'
8. Track yourself, completing the first two instructions and *Image* task.
9. Press 'Escape' after the *Image* task to stop the eye tracking session.
10. Repeat steps 5 – 9 until you have 5 successful calibrations.

Reviewing the Data – At this point, you should have 5 good and 5 bad calibrations with a few subsequent tasks recorded. Please click the *Replay* tab and play back all ten sessions to see the impact of calibration quality on the underlying data.

When you have reviewed all 10 sessions (5 with good calibrations and 5 with bad calibrations), check the box on page 4.

See Tobii Studio™ User Manual, pages 28 – 33 for further information.

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□ Collect data on 10 people using your 'Core Elements' study

You may, of course, continue to practice alone, but there is no substitute for training on "real" participants (i.e. people other than yourself). The next prescribed task— running 10 people on your study— has several benefits:

- It provides an occasion to practice your introduction to the study.
- It allows you to work with different eye situations (glasses, droopy, long lash, etc.).
- It presents the chance to deal with adversity (recalibration, leaning forward, etc.).
- It offers the opportunity to practice, without the pressure of running a real study.

The participants that you run in your 'Core Elements' study can be anyone– friends, family, colleagues, whoever. If you do not have access to 10 people, you can run a smaller subset of people multiple times. The goal is to get hands-on practice and "real" data to be used as we move on to the analysis tasks in the next section.

When you have completed your 10th session, check the appropriate box on page 4.

See Tobii Studio™ User Manual, pages 28 – 33 for further information.

□ Pack up all eye tracking equipment and then set it up once again

If your setup is mobile, this is a very important step in understanding how to 'mobilize' your eye tracking lab between studies. However, even if you don't ever plan to move your eye tracker from where it currently sits, this exercise can be helpful in understanding technical issues you may encounter during data collection (e.g. cabling issues, configuration problems, any hardware troubleshooting, etc.).

Please unplug your entire eye tracking setup, pack it in its storage case, and then set it all up again.

When you have packed it up and then set it up again, check the appropriate box on p. 4.

Further Exploration into Data Collection:

If you wish to explore *Data Collection features* within Tobii Studio™ further…

- Practice with different calibration settings (manual, 9 point).
- Calibrate and collect data for an 'External Video' or 'Scene Camera' study.
- Copy all elements from the first 'Test' to the newly created 'Practice' test.
- Create 'Independent variables' (e.g. gender) for your 10 participants.
- Explore recording settings (user camera, audio, live viewer, etc.)
- (If applicable) practice testing with your *Mobile Device Stand*.

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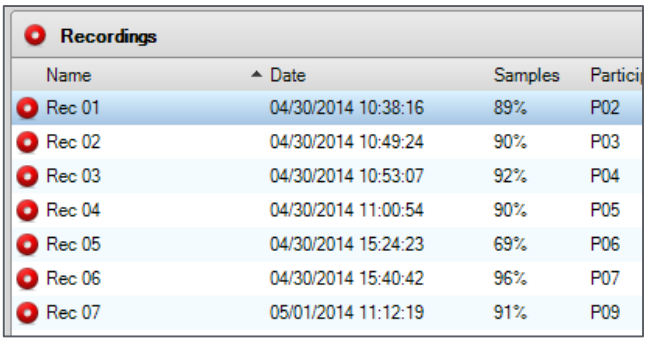
Data Analysis Tasks

Now that we have a study and a data set, we can delve into the analysis side of Tobii Studio™. Specifically, we will ask you to explore aspects of reviewing data, identifying areas of interest, creating visualizations, and generating statistical results.

□ Explore data quality for 'Core Elements' participants (*Replay* tab)

Throughout the remainder of this document, we will be working with the data you have collected for your 'Core Elements' study. The first step in analysis is to review the data you have collected and see if there are any recordings that should not be included in the analysis set. This process can be subjective or rigid, depending on your research objectives.

- **Rigid Data Exclusion:** Recordings with a value of less than 80% in the 'Samples' column will not be included in the final analysis.



- **Subjective Data Exclusion:** After reviewing session video, it appears that recording 'Rec 05' demonstrated an unstable and inaccurate eye data signal during the crucial part of the task (i.e. the red dot in the playback window was flickering and off target).

It is typical to use some combination of rigid and subjective approaches to determine if any participants should be excluded from your analysis.

1. Open the 'Core Elements' project in Tobii Studio™.
2. Click the *Replay* tab.
3. Select the first 'Recording' listed in the upper-left panel.
   a. View the 'Samples' column to determine what portion of the data was successfully captured during the testing session.
   b. Use the playback buttons at the bottom of the interface to play/pause/skip through the video of the session as you assess the quality of the data.
4. If you decide to exclude the session, make a note of the recording name.
5. Repeat steps 3 – 4 for all recordings in the 'Core Elements' study, noting all recordings you do not wish to include in subsequent analysis.

When you have noted all participants to be excluded, check the appropriate box on p. 4.

See Tobii Studio™ User Manual, pages 35 – 37 for further information.

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□ Generate 8 visualizations for your *Image* task

Tobii Studio™ offers a variety of options for rendering data as image and video files. These 'visualizations' are frequently used in illustrating eye tracking results. The next exercise will give you a chance to create several different visualizations.

Gaze Plot, *Heat Map,* and *Cluster* Image Visualization Examples

1. Open the 'Core Elements' project in Tobii Studio™.
2. Click on the *Visualizations* tab.
3. On the *Recordings* panel, uncheck all participants that you decided to exclude.
4. Export (save) the following visualizations to your computer.

	Visualization	Settings & Notes	Style	File Type
a.	Heat Map	Count, 50 px	Heat Map	Image
b	Heat Map	Absolute Duration, 78 px	Gaze Opacity	Image
c.	Heat Map	Relative Duration, 115 px	Heat map, 50% opacity	Video
d.	Gaze Plot	Duration, 150%	60% opacity	Image
e.	Gaze Plot	Only first 5 seconds of task	20% opacity	Video
f.	Gaze Plot	Same size, choose a single participant to show	Red border and fill color, hide gaze order and trail	Video
g.	Cluster	30% threshold	60% opacity	Video
h.	You decide	You decide	You decide	You decide

When you have created the 8 required visualizations, check the appropriate box on p. 4.

See Tobii Studio™ User Manual, pages 57 – 74 for further information.

□ Generate 8 AOIs for your *Image* task

In order to provide numerical results based on your eye tracking data, you will need to identify areas of the stimuli that are important to you. The *Areas of Interest* tab allows

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you to outline and highlight the components that will be later examined when you generate statistics.

Example AOIs for a magazine advertisement (right-hand page)

1. Open the 'Core Elements' project in Tobii Studio™.
2. Click on the *Areas of Interest* tab.
3. Select your *Image* task in the *Media* panel.
4. Draw eight areas of interest for this task:
   a. At least one rectangle
   b. At least one freeform shape
   c. At least one circle
5. Modify one of your AOIs:
   a. Move it a few pixels to the right.
   b. Move one of the vertices a few pixels.
   c. Change the height by 10 pixels.
   d. Deactivate the AOI.
   e. Rename the AOI.
   f. Undo edits a – d above (Ctrl+Z).

When you have created the 8 required AOIs, check the appropriate box on page 4.

See Tobii Studio™ User Manual, pages 76 – 83 for further information.

□ Generate 8 statistical outputs based on your *Image* task

Visualizations can be very impactful, but statistical data is typically the core of your eye tracking results. Once you have created a set of AOIs, you will be able to calculate and

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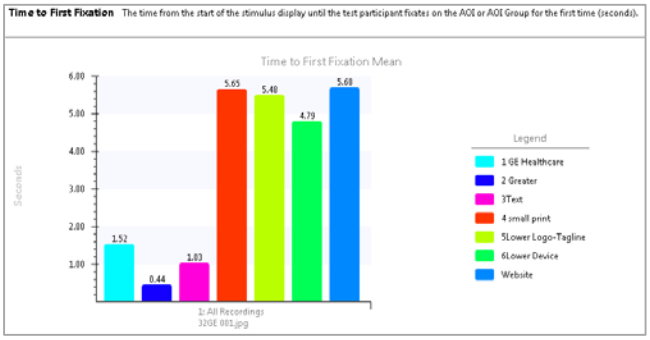
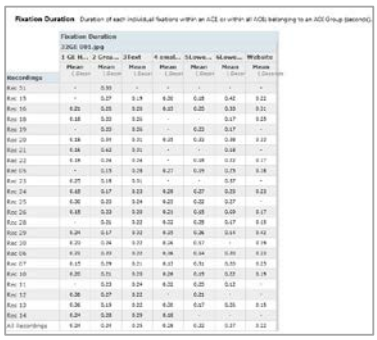
export data that is specific to these AOIs. We'll have you generate several statistical outputs now.





Statistical Chart and Table Exports from Tobii Studio™

1. Open the 'Core Elements' project in Tobii Studio™.
2. Click on the *Statistics* tab.
3. On the *Recordings* panel, uncheck all participants that you decided to exclude.
4. Export (save) the following statistical outputs to your computer.

	Metrics	Descriptive Statistics	Other Parameters	Table/ Chart
a.	Time to First Fixation	Mean	Rows: Recordings	Table
b	Total Fixation Duration	Max	Rows: Summary Only	Chart
c.	Fixation Count	Mean and Median	Rows: Recordings	Table
d.	Fixations Before & Visit Count	Mean	Rows: Recordings	Chart
e.	Total Visit Duration	Min and Max	Media Time: First 5 seconds	Table
f.	Time to First Fixation	Mean	Rows: Summary only, select only 5 recordings to include	Chart
g.	Visit Count, Visit Duration, Fixation Duration	Median	Rows: Recordings, select only 1 AOI to include	Table
h.	You decide	You decide	You decide	You decide

When you have exported 8 statistics, check the appropriate box on page 4.

See Tobii Studio™ User Manual, pages 85 – 116 for further information.

□ Export and review 8 columns of additional data

Tobii Studio™ provides options to export a great deal of additional information about your project. Understanding the available information on the *Data Export* tab is important, even though much of it only applies to special circumstances.

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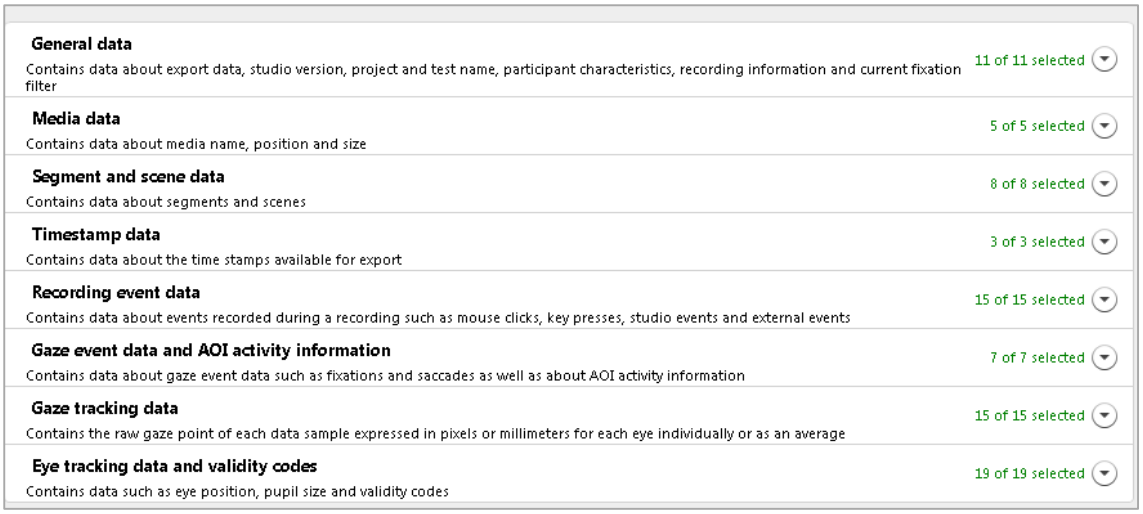
General data
Contains data about export data, studio version, project and test name, participant characteristics, recording information and current fixation filter
11 of 11 selected
Media data
Contains data about media name, position and size
5 of 5 selected
Segment and scene data
Contains data about segments and scenes
8 of 8 selected
Timestamp data
Contains data about the time stamps available for export
3 of 3 selected
Recording event data
Contains data about events recorded during a recording such as mouse clicks, key presses, studio events and external events
15 of 15 selected
Gaze event data and AOI activity information
Contains data about gaze event data such as fixations and saccades as well as about AOI activity information
7 of 7 selected
Gaze tracking data
Contains the raw gaze point of each data sample expressed in pixels or millimeters for each eye individually or as an average
15 of 15 selected
Eye tracking data and validity codes
Contains data such as eye position, pupil size and validity codes
19 of 19 selected

1. Open the 'Core Elements' project in Tobii Studio™.
2. Click on the *Data Export* tab.
3. *'Select Data Set'* and choose '*Select Media for Export.'*
4. Check the box next to your '*Image'* task and click '*Done.*'
5. *Uncheck* all columns for data export.
6. Select the following items for data export:
    a. RecordingName (under *General data*)
    b. RecordingDuration (under *General data*)
    c. MediaName (under *Media data*)
    d. KeyPressEvent (under *Recording event data*)
    e. FixationIndex (under *Gaze event data and AOI activity information*)
    f. FixationPointX (under *Gaze event data…*)
    g. FixationPointY (under *Gaze event data…*)
    h. AOI[Name of AOI]Hit (under *Gaze event data…*)
7. Select the following output options:
    a. Output: One single file
    b. Filter: Only fixations
    c. File extension: .xlsx
8. Click '*Export Data.'*
9. When the data export is complete, open the file and review the data.

When you have exported and reviewed the data, check the appropriate box on page 4.

See Tobii Studio™ User Manual, pages 119 – 131 for further information

□ Generate a brief report based on your *Image* task

Congratulations on designing your study, collecting your data, and generating your results! Now the fun begins. Eye tracking can be an extremely rich and powerful data stream, but the key to its value is in proper interpretation. We would suggest that you read eye

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tracking texts and review published eye tracking studies to help you understand how to turn eye tracking results into eye tracking *findings*.

For now, let's start down the road of interpretation and conclude our checklist by developing a brief report that answers a few basic questions about your 'Core Elements' *Image* task.

1. Which AOI tended to be seen most quickly during the *Image* task*?*
2. Which AOI was viewed for the longest time during the *Image* task?
3. Which AOI would you classify as "least visible" during the *Image* task?

We recommend using PowerPoint to generate your report, devoting a slide to each of these three questions. You may use any and all tools in Tobii Studio™ to populate your slides, but please include the following in your answer to each question:

1. A **headline** (1 – 3 sentences) that explains your result
2. A **metric** in a table or chart to support your headline
3. A **visualization** (heat map, gaze plot, etc.) that demonstrates your headline

When you have created your report, check the appropriate box on page 4.

When you have finished your entire checklist, take a picture and send it to KnowledgeServices@tobii.com to receive a special congratulatory gift!

Further Exploration into Data Analysis and Beyond….

If you wish to explore *Data Analysis features* within Tobii Studio™ further…

- Create *Scenes* and *Segments* on the *Replay* Tab and export videos/visualizations.
- Create a *Coding Scheme* and code events that occurred during your session.
- Analyze additional elements of your study, such as the Web task and PDF task.
- Explore impact of changing fixation filters (Tools → Settings → Fixation Filters).
- Copy and "paste-in-place" your AOIs on different media.
- Consult other documents and media:
    - Read the Tobii Studio™ user manual, cover to cover.
    - Explore Tobii's YouTube channel to find instructional and illustrative videos.
    - Check the tobii.com website for info, manuals, white papers and more.

Thanks for completing the First Month Checklist!

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Yep, and this one too.

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